

SPECIAL MENTHOL IN-DEPTHS

11/10/82

60 interviews among menthol smokers

<u>32</u>	<u>Male</u>	<u>28</u>	<u>Females</u>
21	18-34	18	18-34
11	35-54	10	35-54

40 White

20 Black

32 Kings smokers

28 100's/120's smokers

<u>3 Markets</u>	<u># of Interviews</u>
	<u>Per Market</u>
- New Jersey (Jeanne, Pam)	30
- Detroit (Pam)	15
- Tampa (Karen)	15

$\frac{1}{2}$  Low Tar

$\frac{1}{2}$  Full Flavor

2045782930